

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

AP-YAT & C (PMU) Department – Tourism Promotion – Payments for **M/s Laqshya Media Pvt Ltd** - AP Tourism's Advertisement in Hyderabad International AIRPORT – Sanction of Rs.1,00,50,000/- (Rupees One crore Fifty thousand ONLY) including taxes and Release of 80% i.e., Rs.80,40,000/- (Rupees Eighty Lakhs Forty Thousand only) towards initial payment – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 559

Dated:16-08-2014

Read the following:-

1. From **M/s Laqshya Media Pvt Ltd** , Dated: 19-06-2014
2. Government Letter No. **3295/PMU/PRO/2014** Dated: 25-07-2014.
3. Invoice from **M/s Laqshya Media Pvt Ltd** dt **06-08-2014**

ORDER:

1. In the reference 1st read above, **M/s Laqshya Media Pvt Ltd** has submitted a proposal for branding AP Tourism at Rajiv Gandhi International Airport ,Hyderabad.
2. In the reference 2nd read above, the Government has agreed and issued a work order for branding of AP Tourism at Rajiv Gandhi International Airport for a period of 3 months for amount of Rs.1,00,50,000 (Rupees One crore Fifty Thousand Only) including taxes, starting from 1Aug 2014 to 31st Oct 2014.
3. Upon completion of the assigned work in the reference 3rd read above, **M/s Laqshya Media Pvt Ltd**, has requested the Government to release 80% payment i.e., Rs.80,40,000/- (Rupees Eighty Lakhs Forty Thousand only) towards initial payment from the total amount of Rs.1,00,50,000 (Rupees One crore Fifty Thousand Only) including taxes and requested Government to release payment.
3. Government after careful examination of the matter, hereby sanction an amount of Rs.1,00,50,000 (Rupees One crore Fifty Thousand Only) including taxes and release 80% payment i.e., Rs.80,40,000/- (Rupees Eighty Lakhs Forty Thousand only) to **M/s Laqshya Media Pvt Ltd.**, towards initial payment for branding of AP Tourism at Rajiv Gandhi International Airport for a period of 3 months starting from 1Aug 2014 to 31st Oct 2014.
4. The amount sanctioned at Para – 3 above shall be debited to the following Head of Account:

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists – Schemes included in PLAN, 11- Normal State Plan, SH (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity – Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at Para – 3 above and disburse the same to **M/s. Laqshya Media Pvt Ltd** through Bank. The following are bank details:

Account Name	:	M/s Laqshya Media Pvt Ltd
Bank Name	:	Axis Bank Ltd
Branch Name	:	Mumbai Fort Branch
Account No.	:	004010203161782
IFSC Code	:	UTIB 0000004
PAN No.	:	AAACL5004C

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/S Laqshya Media Pvt Ltd.
The Assistant Secretary to Government & Drawing and Disbursing Officer,
YAT & C Department.
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad.
Copy to:
The YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER